

**VIRGINIA SLIMS. VOGUE.**

**SUPERIOR STYLE**

**May 1995**

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## Virginia Slims. VOGUE.

### Superior Style

Classic, chic, sophisticated . . . VOGUE provides modern women with options that answer life's every need. Featuring the latest fashion and lifestyle information, VOGUE inspires nine million image-conscious consumers every month as they shop the pages before making purchases.

VOGUE will extend its authority to Virginia Slims by making a powerful impression on Virginia Slims' target audience: fashion-forward women who see style as a way of life.

The following high-impact opportunities are custom-designed to create a strong fashion/style association between Virginia Slims and VOGUE among consumers. VOGUE will further customize these programs to suit Virginia Slims' marketing objectives.

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## PROGRAM I

### VOGUE Trend Report

VOGUE will create top-of-mind awareness for Virginia Slims by producing a dynamic trend report in VOGUE's signature style. With a title such as "Fashion Essentials," the report will reflect VOGUE's editorial message for the season. "Fashion Essentials" will include a compelling recap of the hottest looks off the runways of Paris, Milan, and New York, with special emphasis on those that are part of Virginia Slims' V-Wear collection.

VOGUE's creative team will design "Fashion Essentials" as a visually appealing piece with a sophisticated fashion feel. Written to entertain and enlighten, "Fashion Essentials" will feature useful information pertaining to all aspects of fashion, from evening wear to swimwear, as they relate to Virginia Slims and VOGUE.

To maximize the impact of "Fashion Essentials" for Virginia Slims, VOGUE will design and produce the piece as a complement to Virginia Slims' questionnaire mailing. VOGUE will provide Virginia Slims with an agreed-upon number of trend reports to be incorporated in questionnaire envelopes for distribution by Virginia Slims.

VOGUE will execute this program for Virginia Slims on a cost-shared basis by applying earned merchandising dollars.

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## PROGRAM II

### Special Advertising Section and Video

To establish a powerful connection between Virginia Slims and VOGUE among image-conscious consumers, VOGUE will conceive, design, and produce a special advertising section for Virginia Slims to run in VOGUE. Designed in VOGUE's signature style, the section will align Virginia Slims V-Wear with VOGUE's editorial message for the season.

Working with a theme such as "Classic Chic," VOGUE will position V-Wear as the sophisticated style choice of modern, fashion-forward women. For lasting impact, VOGUE will design the special section as a blockbuster, fold-out poster. When fully open, the unit will work perfectly as an eye-catching poster, providing Virginia Slims with high-impact, face-to-face exposure among modern, active women.

VOGUE will secure the services of a top photographer and VOGUE-caliber model for the project. In addition, VOGUE will coordinate all aspects of the shoot, from location scouting and hair and makeup to producing finished film. VOGUE will prepare comprehensive layouts for Virginia Slims upon request.

#### Companion Program: "Classic Chic" Video

Building upon the power of the special section, VOGUE proposes creating a video that shows the making of "Classic Chic." Designed to bring the section to life among Virginia Slim's target audience, the video—written and directed entirely by VOGUE's creative team—would perfectly complement the special unit while reinforcing its message and its connection to VOGUE. By opening the video with an impactful message such as "VOGUE presents V-Wear by Virginia Slims," VOGUE would use its far-reaching power to build Virginia Slims' image as a brand of superior style.

Pending Virginia Slims' interest, VOGUE could send the video, along with a powerful message on VOGUE letterhead, to an agreed-upon number of consumers in Virginia Slims' database. A reprint of the special section could also accompany the video.

Virginia Slims would be responsible for all production costs.

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### PROGRAM III

#### Southern Women's Shows

VOGUE will establish a strong bond between Virginia Slims and VOGUE among an audience of fashion-conscious women by participating in select Southern Women's Shows in Virginia Slims' key markets.\* To create a strong presence at the shows for Virginia Slims and VOGUE, VOGUE will host a fashion presentation that aligns V-Wear with VOGUE's view of the coming season's best looks.

A VOGUE Merchandising Editor will host the seminar-style event, which will include a screening of *Runway Report*, VOGUE's exclusive, fast-paced video-review highlighting the coming season's main trends and the key looks on which future issues of VOGUE will focus. A "what-to-buy" guide for the season ahead, *Runway Report* features footage from the shows in Milan, Paris, and New York. Editor in Chief Anna Wintour and VOGUE senior editors narrate this unique and powerful video.

Following *Runway Report*, VOGUE's Merchandising Editor will commentate an informal presentation featuring V-Wear. While showing how V-Wear captures the mood of the season, the Editor will demonstrate how individual pieces can be worn to create different looks. VOGUE will secure the services of models for the event.

To strengthen the VOGUE/Virginia Slims connection in the minds of consumers, VOGUE invites Virginia Slims to distribute V-Wear catalogs after the fashion presentation.

VOGUE will execute this program for Virginia Slims on a cost-shared basis.

\* The number of markets is directly related to Virginia Slims' advertising commitment.

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